# LAB INNOVA BULGARIA







LABINNOVA SOUTH EAST EUROPE 2023

madeinitaly.gov.it



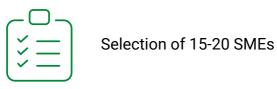
**LAB INNOVA** is an international training program aimed at the private sector, with a focus on agribusiness, in particular agroindustrial transformation.

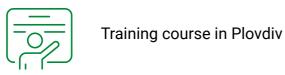
In 2023 ITA Agency launches the first edition of Lab Innova South-East Europe, in Bulgaria.

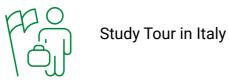
Through the educational program, SMEs will increase their technical and managerial skills, will develop access to EU markets and grow business partnerships with Italian companies.



## LAB INNOVA BULGARIA WILL BE IMPLEMENTED **IN THREE PHASES:**







## TRAINING PROGRAM:

#### 30 MAY 2023

Marketing and international scenarios

### 31 MAY 2023

Tools and requirements to access the market

### 1 JUNE 2023

Innovation and partnerships as strategic leverage



Language: English Free of charge Target and Participants: 15-20 SMEs Plus: researchers, experts, trade association representatives, etc...

# Reserved for LabInnova participants in Plovdiv



ITA faculty experts with international experience and seniority



Complimentary translation service from English to Bulgarian



Complimentary coffee breaks and light lunches

## **STUDY TOUR IN ITALY:**

5 days 22-27 October 2023

Max of 10 companies with the greatest potential for international development

Visit to trade fair "CIBUS TEC" in Parma 24/27 October 2023 and relevant industrial districts

# Reserved for LabInnova Study Tour participants



On site training by ITA Faculty Experts with seniority and international experience



Complimentary setting up of B2B meetings and on-site training



ITA will take charge of hospitality (hotel half/ full board) and transfers





#### TRAINING DEPARTMENT

Via Liszt n.21 | 00144 Rome Tel: 0039 06 / 5992 9257 5992 6072 formazione.ondemand@ice.it

#### SOFIA

Bul. Knyaghinya Maria Luisa, 2 Business Center Tzum, 5° floor, 1000, Sofia Tel: 003592/9861574 Tel: 003592/9861618 sofia@ice.it www.ice.it

